

ABSTRACT OF THE DISCLOSURE

A system and method for providing advertisements in a peer-to-peer networking environment is described. In one embodiment, the peer-to-peer protocols may use advertisements to describe and publish the existence of peer resources. An advertisement may be defined as a structured, language neutral metadata structure that names, describes, and publishes the existence of a peer-to-peer platform resource, such as a peer, a peer group, a pipe, or a service. In one embodiment, user-defined advertisement subtypes (for example, using XML schemas) may be formed from these basic types. A peer in a peer-to-peer network may publish a resource advertisement to make the resource corresponding to the advertisement available to other peers on the network. Peers may discover published advertisements by broadcasting discovery query messages. Other peers may respond to discovery query messages by sending response messages that may include advertisements.

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